August 4-7, 2012

## WDAF-TV

## **ORDER**

## Flight Dates 08/04/12-08/07/12

Order Sep 00:15:00

Product Estimate # Augus

Contract / Revision 565793 / August 4-7, 2012 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

08/02/12 08/02/12 Billing Contact Order Type GENERAL
Billing Cycle EOM/EOC

Advertiser Schoeller/R/MO Sec of State

5200 SW 30th Street Billing Calendar BROADCAST
Davenport, IA 52802

Demographic A25-54

Agency Victory Enterprises

Rev Codes SP-POL PLC POL

Buying Contact Brian Dumas

Color Office 1 1/60

Sales Office L-KC Product Codes PL1Ma

5200 SW 30th Street Sales Region LOC Priority DEFAULT

**End Date** 

Davenport, IA 52802 Agency Ref Advertiser Ref

Start Date

## Primary Account Executive

Order%

Local WDAF House

. Account Executive

Local WDAF House 100%

Jeannie Blau %

Order Share 25% Market Value 19800

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	4950
KCWE	%	0
KMBC	25%	4950
KMCI	%	0
KPXE	%	0
KSHB	25%	4950
KSMO	%	0

Order Totals Billing Plan

Month	# of Spots		Gross Amount	Rating Start Date			Net Amount G	
August 2012	12	\$4,207.50	\$4,950.00	0.00 07/30/12	08/07/12	12	\$4,207.50	\$4,950.00
Totals	12	\$4,207.50	\$4,950.00	0.00				

												Tota	
Ĺn (	Ch	Start	End	Inventory Code	Break	Start/End	Tìme Days	Len Sr	oots	Rate Pri	Rtg Type	Spots	Amount
. N 1	4	08/04/1:	2 08/04/12	Sa 5-6p Sa 5-6p	CM-AII	5-6p	S-	:30	1	\$225.002	0.00 NM	1	\$225.00
We		art <u>Date</u> /30/12	End Date 08/05/12	Weekdays	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
N 2	4	08/05/1	2 08/05/12	Su 5-6p Su 5-6p	CM-AII	5-6p	\$	:30	1	\$375.002	0.00 NM	Ą	\$375.00
Wei		art <u>Date</u> /30/12	End Date 08/05/12	Weekdays S	Spots/Week 1	Rate \$375.00	Rating 0.00						
N 3	4	08/05/1	2 08/05/12	Su 9-10p Su 9-10p	CM-All	9-10p	S	:30	1	\$750.002	0.00 NM	1	\$750.00
We		art <u>Date</u> /30/12	End Date 08/05/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N 4	4	08/05/1	2 08/05/12	Su 7-9a	CM-All	Su 7-9a	S	:30	1	\$150.002	0.00 NM	1	\$150.00





565793

Flight Dates 08/04/12-08/07/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

<u>Order Sep</u> 00:15:00

Advertiser Schoeller/R/MO Sec of Stat Product August 4-7, 2012

Estimate # August 4-7, 2012

, Ln C	Ch	Start	End	Inventory Code Su 7-9a	Break	Start/End T	ime Days	Len S	oots	Rate Pri	Rtg Type	-	als Amount
Wee	<u>Start</u> ek: 07/3	<u>Date</u> 0/12	End Date 08/05/12	Weekdays	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
N 5	4	08/05/1	2 08/05/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	S	:30	1	\$375.002	0.00 NM	1	\$375.00
Wee	<u>Start</u> ek: 07/3	<u>Date</u> 0/12	End Date 08/05/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$375.00	<u>Rating</u> 0.00						
N 6	4	08/06/1	2 08/07/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	22	:30	4	\$450.002	0.00 NM	4	\$1,800.00
Wee	<u>Start</u> ek: 08/0	<u>Date</u> 6/12	End Date 08/12/12	Weekdays 22	Spots/Week 4	<u>Rate</u> \$450,00	Rating 0.00						
N 7	4	08/06/1	2 08/06/12	M-F 12p-1p M-F 12-1p	CM-Ail	12-1p	1	:30	1	\$225.002	0.00 NM	1	\$225.00
Wee	<u>Start</u> ek: 08/0	<u>Date</u> 6/12	End Date 08/12/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$225.00	<u>Rating</u> 0.00						
N 8	4	08/06/1	2 08/06/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	1	:30	1	\$450.002	0.00 NM	1	\$450.00
Wee	<u>Start</u> ek: 08/0	<u>Date</u> 6/12	End Date 08/12/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
N 9	4	08/06/1	2 08/06/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	1	:30	1	\$600.002	M/ 00.0	1	\$600.00
Wee	<u>Start</u> ek: 08/0	<u>Date</u> 6/12	End Date 08/12/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
/	***************************************	d. (2.00.000.000.000.000.000.000.000.000.00		MICHEL TO THE REPORT OF THE PARTY OF THE PAR			(CAT. DE SANCE DE CONTRACTOR D	**************************************	On the Square and Square		Totals	12	\$4,950.00